

Message Text

UNCLASSIFIED

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14

ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 CIAE-00 EB-07 INR-07 LAB-04

NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 AGR-10 /058 W
----- 096068

R 031031Z OCT 75

FM USINT BAGHDAD

TO SECSTATE WASHDC 2429

INFO AMEMBASSY BEIRUT

AMEMBASSY KUWAIT

AMEMBASSY TEHRAN

UNCLAS BAGHDAD 1039

E.O. 11652: N/A

TAGS: BEXP, IZ

SUBJECT: COMMERCIAL PRESENCE FAIRS (CPF) RECOMMENDATIONS

FY '77

REF: STATE 225725

1. THERE ARE NO EVENTS IN IRAQ DURING PERIOD JULY 1 -
SEPTEMBER 30, 1976 THAT USINT RECOMMENDS FOR US
PARTICIPATION.

2. USINT E-C OFFICER HAS JUST MADE FORST OF ABOUT TEN
OBLIGATORY APPEARANCES AT BAGHDAD INTERNATIONAL FAIR
(OCTOBER 1 - 21 EACH YEAR) TO ATTEND "NATIONAL" DAY
AND OTHER RECEPTIONS AT PAVILIONS, ETC. WILL WRITE
UP DESCRIPTION AND EVALUATION OF THIS FAIR AT ITS
CONCLUSION. SO FAR HAVE SEEN ALLIS-CHALMERS AND
BIG DUTCHMAN DISPLAYS AND HANDFUL OF EASTERN AND
IS PERMITTED BY GOI TO GO INTO BAGHDAD INTERNATIONAL
FAIR IN OCTOBER 1976, I HAVE NO DOUBT THAT WE WILL
BE STELLAR ATTRACTION--AS GENERAL IMPRESSION IS OF A
STATIC, PONDEROUS, PASSIVE PRESENTATION. (BIG
DUTCHMAN, HOWEVER, HAS GOOD 40 MINUTE MOVIE WITH IRAQI
ARABIC SOUND TRACK AND MANY MOVING DISPLAYS).
OPINION IS DIVIDED AMONG WESTERN COMMERCIAL ATTACHES
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ABOUT PURELY COMMERCIAL SIGNIFICANCE OF FAIR. BUT

THE NATIONAL DAY RECEPTIONS GIVE A GOOD OPPORTUNITY
FOR US DIPLOMATS AND BUSINESSMEN TO MEET SENIOR AND
MID-LEVEL GOI OFFICIALS AND IRAQI PRIVATE SECTOR
PROFESSIONALS AND MANUFACTURERS. BELIEVE STATE, USDOC,
USDA AND USIA WOULD, THEREFORE, DO WELL TO MARK DOWN
1976 BAGHDAD FAIR AS A STRONG "MAYBE" ON THEIR CALENDARS
AT LEAST FOR COMMERCIAL PRESENCE PARTICIPATION, POSSIBLY
WITH USDA MAKING 50 PERCENT OR MORE OF THE INPUT TO
THEMES.

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